

# E-MAIL

## e-Updates

Be the exclusive advertiser in one or more monthly communications to AAA member-readers.

Feature your organization in the only advertising banner available in our easy-to-read monthly e-mail communication.

While AAA publication readers are known to be loyal, dedicated followers of the printed member magazine, isn't the only method for creating and strengthening relationships with them.

Each month, an e-Update is sent by e-mail to those AAA member-readers who have asked to receive it. Each e-Update is designed to be simple to read and easy-to-use—providing links to stories, contests and other special opportunities found at the AAA magazine Web site, among other online locations.

In the e-Update, there is a single advertising banner position that maximizes visibility for those organizations that choose to stand out to the people receiving this unique e-mail message.

### Features

- Provide your own banner or use our designers to help create it
- Link the banner to your desired URL
- Receive click-through summary report after the broadcast

### Benefits

- Highlights your organization to a group of proven responders—AAA member-readers
- Takes advantage of trackable, integrated technologies to boost results
- Boost effectiveness through inclusion in a complete integrated media campaign

### PRICING

- \$2,059 per broadcast
- Only available to AAA print advertisers
- Creative design, if required, provided at \$850 per banner.

**YOUR BANNER GOES HERE!**

## E-UPDATE

Have You Read Your Current Issue of Home & Away Magazine?

[Join Member Advisory Panel](#) | [Visit Our Web Site](#) | [Visit AAA.com](#) | [Return Travel Info](#)

### VIDEO OF THE WEEK

Columbus

Take a look at these previous videos of the week:  
[Video Archives](#)

### ON THE WEB

**Wholesome**  
**Seeing South Korea**  
From hawking heights and along rivers, the writer discovers that this Asian country's greatest draw is its people.  
[More...](#)

**International USA**  
**Michigan's Bavarian Village**  
With a little business acumen and an insider guide in their heritage, the citizens of Frankenmuth turned their town into a popular visitor destination.  
[More...](#)

### ENHANCED EDITORIAL

- Texas Tea Time
- Indianapolis Stars
- Chicago Family Urban Adventure

### RECIPES

- Boners & Mashed
- Cashew Chicken With Stone Cass
- Beetle's Succumbis
- Food Festival Favorites
- Beetle's Lime Cheese Pie
- Shellfishon Tart

### CONTESTS

- New Year - Chicago
- Embassy Suites Hotel Outdoor World
- Fredericksburg
- Kawitana, Boston

### IN THE MAGAZINE

**Closer Look**  
**National Museum of the American Indian**  
Washington's latest Smithsonian treasure gives a father and son an educational place to reflect and remember.  
[More...](#)



INTEGRATE • INCREASE • IMPROVE

Serving magazines of AAA and advertisers